ORDER



Primary AE:

Sales Office:

Sales Region:



KLAS

Mike Jones K-WAS

Estimate: 943 Flight Dates: 09/05/12 - 09/14/12

37177

08859495 ISSUE

Original Date / Rev: 09/04/12 / 09/04/12 GENERAL

Order Type:

Cross Roads Media

Buying Contact:

Billing Contact:

Name:

Order / Rev:

Alt Order #:

Product Desc:

66 Canal Center Plaza

Alexandria, VA 22314

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

09/12/10

00:10:00

National

Broadcast EOM/EOC

15%

American Crossroads Advertiser Name:

Demographic:

A35+

PO4

Product Codes:

LV1 Priority:

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount

Iotais				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$20,700.00	\$17,595.00	0.00
Totals	5	\$20,700.00	\$17,595.00	0.00

Account Executives

09/11/12

08/27/12

Orders

Agency

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	-		Start Of Order - End Of Order	100%

\$17,595.00

\$20,700.00

Share Total Order Share KLAS 30% \$20,700.00 100% \$69,000.00 Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,450.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	09/08/12	09/08/12	8 News Now Sat	SpeciaCM	7-730p	5-	:30	1	\$700.00LV1	0.00 NM	1	\$700.00
			8 News Now Sat	Special								
8 NEWS	NOW A	T 630PM-S/	AT									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	03/12	09/09/12	5-	1	\$700.00	0.00						
E 2 8	09/09/12	2 09/09/12	8 News Now Sun	AM #1CM	8 News Nov	v Sun <i>A</i> 5	:30	1	\$400.00LV1	0.00 NM	1	\$400.00
			8 News Now Sun	1 AM #1								

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Order / Rev:

37177

Advertiser:

American Crossroads

Alt Order #:

08859495

Product Desc:

ISSUE

Flight Dates:

09/05/12 - 09/14/12

Estimate:

943

KLAS

Ln Ch Start NEWS	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
<u>Start Date</u> Week: 09/03/12	End Date 09/09/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
E 3 8 09/06/1	2 09/06/12	1230-2p Soaps/ L Soaps / Let's Ma		1230-2p	T	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
THE BOLD AND	THE BEAU	TIFUL									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	T	1	\$800.00	0.00						
E 4 8 09/11/1	2 09/11/12	1230-2p Soaps/ L	MAD CM	1230-2p	-T	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
		Soaps / Let's Mal	ke A Deal	·					1		
THE BOLD AND	THE BEAU	TIFUL							1		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10/12	09/16/12	-T	1	\$800.00	0.00						
E 5 8 09/11/1	2 09/11/12	Tue 8-9p NCIS	СМ	8-9p	-T	:30	1\$	18,000.00LV1	0.00 NM	1	\$18,000.00
NCIS											
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10/12	09/16/12	-T	1	\$18,000.00	0.00						
				-					Totals	5	\$20,700.00